



Intellectual Property, 1997 Cumulative Supplement: Licensing and Joint Venture Profit Strategies

Gordon V. Smith, Russell L. Parr

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Answers important financial questions about company compensation for contributions of technology or trademarks to a licensing or joint venture arrangement. Provides practical tools for evaluating the investment aspects of licensing and joint venture decisions; shows how to derive royalty rates for licensing agreements and profit- and equity ownership-splits for joint ventures; and presents examples of exploitation strategies used by major corporations. Also includes easy-to-use checklists, charts and graphs that assist readers in assessing licensing and joint venture arrangements. Annual supplements will keep subscribers apprised of legal, tax and accounting practices and legislation impacting the licensing and joint venturing of intellectual property and other intangible assets.



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